



Monarch Box

Balanced Menthol Taste

ANNOUNCING MONARCH MENTHOL BOX 83's AND MENTHOL LIGHTS BOX 83's

PRODUCT

Two additional styles of Monarch--Menthol Box and Menthol Lights Box--will be available in your market December 6, 1993.

Monarch Menthol Box products are an entry into the growing menthol savings box category. These products have reduced menthol levels from current Monarch menthol soft pack 85mm styles. Product research has indicated a strong level of acceptance by adult menthol smokers for these products.

PROMOTIONAL SUPPORT

These brands will be supported with a high retail awareness, trial generating program. Impactful point-of-sale material in conjunction with retail package and carton display programs will create awareness and generate trial. A Buy-One-Get-One-Free offer will be available on both styles following initial introduction.

MONARCH MENTHOL BOX PRODUCT PROFILES

| | <u>Tar/Nicotine</u> | <u>Filters</u> |
|----------------------------|---------------------|----------------|
| Two styles: Menthol Box 83 | 14mg/1.2mg | Cork |
| Menthol Lights Box 83 | 9mg/.8mg | Cork |

UPC CODES

| <u>Packing</u> | <u>Case (6M)</u> | <u>Carton</u> | <u>Pack</u> |
|-------------------------------|------------------|---------------|-------------|
| Monarch Menthol Box 83 | 12300-23706 | 12300-23713 | 12300-23799 |
| Monarch Menthol Lights Box 83 | 12300-33406 | 12300-33413 | 12300-33499 |

CONFIGURATION-BOTH STYLES

| | <u>Length (in)</u> | <u>Width (in)</u> | <u>Height (in)</u> | <u>Cube (ft)</u> | <u>Weight</u> |
|-----------|--------------------|-------------------|--------------------|------------------|---------------|
| Case (6M) | 17.625 | 11.5625 | 11.6250 | 1.371 | 19.8 lbs |
| Carton | 11.125 | 1.8750 | 3.4375 | 0.041 | 10.13 oz |
| Pack | 2.2047 | 0.9055 | 3.4055 | .004 | 0.933 oz |

You can depend on RJR brands that sell. Thank you for your cooperation.

R.J. REYNOLDS TOBACCO COMPANY • WINSTON-SALEM, NC 27102

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